

TOWNSEND and TOWNSEND and CREW LLP

By: Sherrill Hale

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Nathaniel Blake Scholl et al.

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
GENERATING AND PLACING
KEYWORD-TARGETED
ADVERTISEMENTS

Customer No.: 20350

Confirmation No.: 2699

Examiner: RETTA, YEHDEGA

Art Unit: 3622

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER
37 CFR §1.97 and §1.98

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. Copies of references numbered 1-21 are not enclosed. A copy of reference number 22 [in compliance with the requirements of 37 CFR §1.98(a)(2)] is enclosed.

It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

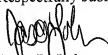
Some of the references cited in this Supplemental IDS were cited in Office Actions mailed on December 19, 2008, in related U.S. Patent Application No. 10/748,694; in Office Actions mailed on August 1, 2008, and August 5, 2008, in related U.S. Patent Application No. 11/274,486; and in Office Actions mailed on June 4, 2007, and August 20, 2008, in related U.S. Application No. 10/914,722. Copies of these Office Actions are available on PAIR and are believed to be readily accessible to the Examiner.

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

This Supplemental IDS is being filed before the mailing date of the final Office Action or Notice of Allowance.

Please charge the IDS fee of \$180 to Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Jason D. Lohr
Reg. No. 48,163

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 925-472-5000
Fax: 415-576-0300
JDL:lm1